

Station KSNV-TV LAS VEGAS, NV
 Advertiser () BERKLEY FOR SENATE
 Product BERKLEY FOR SENATE
 Estimate# 305
 Buyer MICHAEL DETTORRE
 Phone#
 Fax#

Agency () SHORR,JOHNSON,MAGNUS
 1831 CHESTNUT ST. #602
 PHILADELPHIA, PA 19103
 Agency C/P1/P2/E //305
 Flight Dates 09/18/2012 - 09/24/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

BERKLEY FOR SENATE -30S SC-

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	WAGNERS	:30	\$185.00	09/18-09/21	8	1	8	\$1,480.00	
				Buyline Comment: WAKE UP WAGNERS 2/DAY								
	2	M	5A-6A	WAGNERS	:30	\$185.00	09/24-09/24	2	1	2	\$370.00	
				Buyline Comment: WAKE UP WAGNERS 2/DAY								
	3	TU-F	6A-7A	WAGNERS	:30	\$450.00	09/18-09/21	8	1	8	\$3,600.00	
				Buyline Comment: WAGNERS 2/DAY								
	4	M	6A-7A	WAGNERS	:30	\$450.00	09/24-09/24	2	1	2	\$900.00	
				Buyline Comment: WAGNERS 2/DAY								
	5	TU-F	7A-9A	WAGNERS	:30	\$550.00	09/18-09/21	12	1	12	\$6,600.00	
				Buyline Comment: TODAY 3/DAY								
	6	M	7A-9A	WAGNERS	:30	\$550.00	09/24-09/24	3	1	3	\$1,650.00	
				Buyline Comment: TODAY 3/DAY								
	7	TU-F	9A-10A	WAGNERS	:30	\$200.00	09/18-09/21	4	1	4	\$800.00	
				Buyline Comment: TODAY 2 1/DAY								
	8	M	9A-10A	WAGNERS	:30	\$200.00	09/24-09/24	1	1	1	\$200.00	
				Buyline Comment: TODAY 2 1/DAY								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	TU-F	12P-1230P	NOON NEWS	:30	\$275.00	09/18-09/21	4	1	4	\$1,100.00	
				Buyline Comment: NOON NEWS 1/DAY								
	10	M	12P-1230P	NOON NEWS	:30	\$275.00	09/24-09/24	1	1	1	\$275.00	
				Buyline Comment: NOON NEWS 1/DAY								
	11	TU-F	1230P-1P	NEWS	:30	\$200.00	09/18-09/21	4	1	4	\$800.00	
				Buyline Comment: NEWS 1/DAY								
	12	M	1230P-1P	NEWS	:30	\$200.00	09/24-09/24	1	1	1	\$200.00	
				Buyline Comment: NEWS 1/DAY								
	13	TU-F	3P-4P	DR PHIL	:30	\$300.00	09/18-09/21	4	1	4	\$1,200.00	
				Buyline Comment: DR PHIL 1/DAY								
	14	M	3P-4P	DR PHIL	:30	\$300.00	09/24-09/24	1	1	1	\$300.00	
				Buyline Comment: DR PHIL 1/DAY								
	15	TU-F	4P-430P	NEWS 4	:30	\$350.00	09/18-09/21	4	1	4	\$1,400.00	
				Buyline Comment: NEWS 4 1/DAY								
	16	M	4P-430P	NEWS 4	:30	\$350.00	09/24-09/24	1	1	1	\$350.00	
				Buyline Comment: NEWS 4 1/DAY								
	17	TU-F	430P-5P	NEWS	:30	\$450.00	09/18-09/21	4	1	4	\$1,800.00	
				Buyline Comment: NEWS 1/DAY								
	18	M	430P-5P	NEWS	:30	\$450.00	09/24-09/24	1	1	1	\$450.00	
				Buyline Comment: NEWS 1/DAY								

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	40	SU	7A-8A		:30	\$325.00	09/23-09/23	1	1	1	\$325.00	
Buyline Comment: SUN TODAY												

---REPORT TOTALS---

Report Totals: 121 / \$58,910.00

---SALES MONTHLY TOTALS---

Sep 12: 121 / \$58,910.00
 Sales Totals: 121 / \$58,910.00
 Station Totals: 121 / \$58,910.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$184,387	CATV 0%	KBLR 0%	KINC 0%	KLAS 19%	KSNV 31%
		KTNV 24%	KTUD 0%	KVCW 0%	KVMY 0%	KVVU 24%
		XXXX 0%				

---COMPETITIVE COMMENTS---

SHARES EST

Books NOV12
 Demos RA35+